

# Off-Site Nightmares Turned Dream Come True

G&A Off-Site Coordinator, Karrie Bolton, Explores How to Eliminate Off-Site Burdens, and Still Reap Your Reward

Off-site events in the auto industry can be a double edged sword. On one side: off-sites offer a 60% or more increase in ups, cars sold and gross profit when compared to in-store sales. On the other side: off-sites require an excessive amount of time, energy and patience many can't afford to spare.

So wouldn't it be nice if you could reap the return that off-site sales provide, without the need to sacrifice excessive time and energy? G&A's offsite department ensures just that. Karrie Bolton, Off-Site Coordinator at G&A Marketing, explains how her department takes the burden off the dealer when it comes to off-site sales, and helps dealers in anti-off-site states find creative ways to bring the same excitement (and results) in store.

**G&A Marketing:** How long have you been the Off-Site Coordinator at G&A Marketing?

**Karrie Bolton:** 6 years

**G&A:** How many off-site events has G&A done to date?

**KB:** G&A started coordinating off-site events in 2002. Since then, we've done a little over 600 events.

**G&A:** How does your department help to take the burden off the dealer's back?

**KB:** There's a lot involved in helping our dealers have successful off-site events. My team and I source sites and vendors, negotiate fees, obtain necessary permits, perform extensive government regulation checks, and coordinate all logistics for the event to ensure vendors, G&A and the dealership staff are all on board.



**Karrie Bolton, Off-Site Coordinator**

**G&A:** What kind of results do G&A clients typically see when doing an off-site event compared to an in-store event?

**KB:** Dealers on average will see at least a 50%-66% increase in gross profit during off-site events vs. in-store events. A lot of dealers don't believe this but G&A saw our averages jump to 92% in 2009, during a down economy. In fact, just recently a dealer in Yakima, Washington, was averaging 21.5 units sold at \$103,000 during our in-store events. By taking the sales off-site the dealer averaged 33 units sold at \$183,000. That's an increase of 54% more cars sold 76% more gross profit from off-site events. Pretty impressive!

**G&A:** Other than money, what does the dealer stand to gain by running an off-site?

**KB:** There is actually a lot more to the benefits of a staffed event than just the gross profit. Off-site events offer the dealer an opportunity to tap into new markets with fresh buyers. It can help break up in-store sales so things don't get stagnant, plus the tent itself creates a buying frenzy that generates more energy and excitement. If the dealer has multiple locations, they can combine inventory into a larger, more centralized space. And of course having the off-site location and the store separate allows the dealer to operate 2 profit centers for the week.

**G&A:** What do dealers typically tell you that they like the most about doing an off-site event with G&A?

**KB:** A lot of the time dealers tell me they love the fact that G&A helps them to experience the benefits of off-site sales, without the hassle. My team and I take a huge monkey off the dealer's back, letting them focus on running their store. Dealer's know they can call me on evenings or weekends to discuss any concerns, and take comfort in the fact that my many years of experience allows me to spot challenges before they boil over into big problems. From initial event planning to specialized support both during and

after the event, we know what needs to be done and ensure it's handled promptly. This often makes dealership owners and managers happy, and excited to invite us back!

**G&A:** What do you suggest for dealers who are located in states that don't allow off-site sales?

**KB:** There are only 12 states that currently prohibit off-site sales, so there aren't many dealers who are affected. For those who do happen to be in these areas, there are tons of creative ways we can make the in-store event look and feel like an off-site. From unique ways to dress the dealership to special advertising messages, we always find a unique way to make it happen. And our dealers appreciate it.

**G&A:** If a dealer was interested in hosting an off-site event with G&A, where should they start?

**KB:** You should give your account executive at G&A Marketing a call to discuss what your options are. If you don't have an Account Executive at G&A, you can contact the main office at 800.688.1370 or give me call directly at 800.688.1370 x 6310. ■